

GO UP AHEAD.

Then See That You Stay There—You Can if You Work Hard.

Thirty years ago in a poor schoolhouse in a back district a boy at the foot of the class unexpectedly spelled a word that had passed down the entire class.

"Go up ahead," said the master, "and see that you stay there. You can if you work hard."

The boy hung his head. But the next day he did not miss a word in spelling. The brighter scholars knew every word in the lesson, hoping there might be a chance to get ahead, but there was not a single one. Dave stayed at the head. He had been an indifferent speller before, but now he knew every word.

"Dave, how do you get your lesson so well now?" said the master.

"I learn every word in the lesson and get my mother to hear me at night, then I go over them in the morning before I come to school, and I go over them at my seat before the class is called up."

"Good boy, Dave!" said the master. That's the way to have success; always work that way and you'll do."

Dave is today the manager of a big lumber company, and he attributes his start to the words:

"Go up ahead and see that you stay there. You can if you work hard."—Tennessee Courier.

DO HEARTS BREAK?

Human Nature the Same Despite Modern Improvements.

Broken hearts, so the British Journal of Nursing tells us, are quite out of fashion. The disease has become obsolete, and two reasons are assigned for this. In the first place, we are told that women do not fall in love as once they did. Mere children are not encouraged to think on love and matrimony, and then women, having come to riper years and sounder judgment before they decide to marry, do not let themselves fall into that state which was supposed to produce cardiac rupture.

One ventures to express the opinion that the statement is not altogether accurate.

Human nature does not alter from one generation to another. People fell in love a thousand years ago; a thousand years hence they will be doing the same. But they were their own masters with a difference; so will those who are to succeed us. The fact is we do not now wear our hearts on our sleeves, and we have learned that if we prove untrue or unworthy there are better and more dignified ways of mending them than souring our tempers, wasting away and allowing our friends and relations to treat us as relicts.

Solomon's Bath.

With Chronicles as its authority, the numbers' Trade Journal says that the bathroom was an invention of King Solomon, who put it in use a thousand years before the Christian era. It was used to enter the sanctuary unless the body was perfectly clean, and for the accommodation of priests a bath-tub was erected at the entrance to the temple. It was said of Solomon, "He made a molten sea of ten cubits from rim to brim round in compass and he cubits the height thereof, and a rim of thirty cubits did compass it undoubt." According to the measurements, the Solomonian tub was forty-five feet in circumference at the top and six and one-half feet deep. It was set on carved figures of oxen and was of solid brass cast in one piece, decorated with a floral design. Connected with it there were ten small tanks, which were used for washing the offering.

Men Who Cheat Themselves.

Have known employees actually to work harder in scheming, whirling, trying to keep from working hard in the performance of their duties, says Jason Sweet Marden in Success Magazine, than they would have worked if they had tried to do their best and had given the largest, the most liberal advice possible to their employers. The hardest work in the world is that which is grudgingly done. The youth who is always haggling over the question of how many dollars and cents he will sell his services for little realizes how he is cheating himself by not looking at the larger salary he can pay himself in increasing his skill, in extending his experience and in making himself a better, stronger, more useful man.

CASTORIA

For Infants and Children.
The Kind You Have Always Bought

Bears the Signature of J. C. Watson

Typewriter ribbons for sale at this office. The best on the market. Only twenty-five cents. All colors and for use on all standard machines.

The mere fact that

Scott's Emulsion

is universally recommended for Consumption is proof positive that it is the most energizing and strengthening preparation in the world.

It warms and nourishes, it enriches the blood, stops loss of flesh and builds up. Get Scott's.

Send this advertisement, together with name of paper in which it appears, your address and four cents to cover postage, and we will send you a "Complete Handy Atlas of the World." SCOTT & BOWNE, 409 Pearl Street, New York

A Quaker Battle.

A traveler in South Africa tells of a singular combat that he witnessed. He was musing one morning with his eyes on the ground when he noticed a caterpillar crawling along at a rapid pace, followed by hundreds of small ants. Being quicker in their movements, the ants would catch up with the caterpillar, and one would mount his back and bite him. Pausing, the caterpillar would turn his head and bite the ant and kill his tormentor. After slaughtering a dozen or more of his persecutors the caterpillar showed signs of fatigue. The ants made a combined attack. Betaking himself to a stalk of grass, the caterpillar climbed up tall first, followed by the ants. As one approached he seized it in his jaws and threw it off the stalk. The ants, seeing the caterpillar had too strong a position for them to overcome, resorted to strategy. They began sawing through the grass stalk. In a few moments the stalk fell, and hundreds of ants pounced upon the caterpillar. It was killed at once.

We often wonder how any person can be persuaded into taking anything but Foley's Honey and Tar for coughs, colds and lung trouble. Do not be fooled into accepting "own make" or other substitutes. The genuine contains no harmful drugs and is in a yellow package. J. W. McCollum & Co.

Quite Handy.

"The automobile is a great invention."

"For instance?"

"You can sit up in it as you pass a friend and crawl under it when a creditor heaves into sight."—Louisville Courier-Journal.

Brave Reply.

The Sunday School Teacher—And now, children, can you tell me, when Balaam and his ass conversed, what language they spoke in? Little Harry Green—Please, sir, Assyrian.—Bellman.

Interested.

"Wot ye readin' about, Chummy?" "About a guy named Hannibal. He wuz de greatest general of his time." "Football or ring?"—Kansas City Journal.

Talent knows what to do; tact knows what not to do.

Foley's Honey and Tar is a safeguard against serious results from spring colds, which inflame the lungs and develop into pneumonia. Avoid counterfeits by insisting upon having the genuine Foley's Honey and Tar, which contains no harmful drugs. J. W. McCollum & Co.

GAINESVILLE,

—THE—

University City.

Gainesville is conceded to be the most enterprising as well as the most beautiful city in the interior of Florida. It is located in the very center of the State, half way between the Atlantic and Gulf Coasts, surrounded by lands of such fertility as to be capable of producing a great variety of crops; in the heart of the truck-growing, phosphate and naval stores belt. She has the best educational advantages in the State, good churches, with edifices which are superior to any town of its size in Florida, with large and consistent congregations; has a climate which cannot be excelled for health and pleasure. All these natural advantages, combined with a progressive and enterprising cosmopolitan citizenship, are sure to make a big city.

There are many natural attractions in close proximity to the city, some of which are Alachua Sink, Paine's Prairie, the Devil's Mill Hopper, Warren's Cave, and Lake Newnan, all of

which are reached by private conveyance.

Spring Park Stock Farm, the largest and finest live stock farm in the State, is only eight miles west of the city and is reached by a good hard road, affording a most pleasant drive.

The farmers of Alachua county, of which Gainesville is the county seat, live at home and board at the same place. The temperature is very uniform, scarcely ever reaching the nineties in summer or the twenties in winter. The population of Gainesville is about eight thousand, representing nearly every nationality on the face of the earth, and strangers always meet with a hearty welcome.

The University of Florida for young men and the National Agricultural Experiment Station are located within the corporate limits of the city. In fact, Gainesville has so many things that we must be pardoned if we omit a few of them in the following enumeration of what

Gainesville Has:

One artist.
No saloons.
One garage.
Four hotels.
Four banks.
Four dairies.
One foundry.
Water works.
Ten churches.
One gas plant.
Two tin shops.
Three bakeries.
Ten physicians.
Six fruit stores.
Two gunsmiths.
Six restaurants.
One seed store.
Board of Trade.
Six drug stores.
Four shoe shops.
State University.
Masonic Temple.
Twenty lawyers.
Two paint shops.
Four contractors.
One bicycle shop.
Baseball diamond.
Two ice factories.
Six music schools.
One variety store.
One public library.
Two wagon works.
Two planing mills.
Two racket stores.
Two lumber yards.
One marble works.
Three silversmiths.
Three wood yards.
Five dental rooms.
One express office.
Free mail delivery.
Four beef markets.
Eight barber shops.
Two public schools.
Two music houses.
A telephone system.
Two haberdasheries.
Two abstract offices.
Four pressing clubs.
Two machine shops.
Two bottling works.
Six boarding houses.
One Catholic church.
A military company.
Three jewelry stores.
One phosphate office.
One Chinese laundry.
One Christian church.
Two steam laundries.
Two Advent churches.
One daily newspaper.
Two hardware stores.
One female physician.
Fifteen grocery stores.
Five Baptist churches.
Three furniture stores.
One cold storage plant.
One weekly newspaper.
Seven dry goods stores.
Three cold drink stands.
One electric light plant.
Three blacksmith shops.
Three railway systems.
Eight benevolent orders.
Two Episcopal churches.
United States land office.
One chemical laboratory.
Thirteen Sunday schools.
Two veterinary surgeons.
One Presbyterian church.
Two cigar manufactories.
Four real estate agencies.
Volunteer fire department.
Several lumber companies.
Three Methodist churches.
A brass band organization.
Two photograph galleries.
Two moving picture shows.
Florida Winter Chautauqua.
One semi-weekly newspaper.
Five life insurance agencies.
First-class sewerage system.
Two fertilizer manufactories.
Five fire insurance agencies.
Two livery and feed stables.
One crate and basket factory.
One Elks' Club reading room.
Hardwood Manufacturing Plant.
Agricultural Experiment Station.
Florida Winter Bible Conference.
Five dressmaking establishments.
National Odd Fellows' Sanitarium.
Three undertaking establishments.
Two of the best hotels in the interior.
Two wholesale grain and feed stores.
Two wholesale grocery establishments.
Water "That has made Gainesville famous."
The finest opera house in the State outside of Jacksonville.
A Government building soon to be erected to cost when completed \$150,000.
Carpenters, masons, plasterers, painters, printers, machinists and laboring men galore.
More miles of paved streets and granite sidewalks than any other town in the interior of the State.
An \$85,000 court house built of brick and stone—a beautiful structure—and the lawns, flower beds, shrubbery, Confederate monument, etc., surrounding it, make it a most attractive picture.

ABOUT ADVERTISING—NO. 2

The Dollar That Can't Be Spent

By Herbert Kaufman

Every dollar spent in advertising is not only a seed dollar which grows a profit for the merchant but is actually retained by him even after he has paid it to the publisher.

Advertising creates a good will worth the cost of the publicity.

It actually costs nothing. While it uses funds it does not use them up. It helps the founder of a business to grow rich and at the same time keeps his business from not dying when he does.

It eliminates the personal equation. It perpetuates confidence in the store and makes it possible for a merchant to withdraw from business without having the profits of the business withdrawn from him. It changes a name to an institution—an institution that will survive after the death of its builder.

It is really an insurance policy which costs nothing—pays a premium each year instead of calling for one, and renders it possible to change the entire personnel of a business without disturbing its prosperity.

Advertising renders the business stronger than the man—independent of his presence. It permanentizes systems of merchandising, the track of which is left for others to follow.

A business which is not advertised must rely upon the personality of its proprietor, and personality in business is a decreasing factor. The public does not want to know the man who owns the store—it isn't interested in him, but in his goods. When an unadvertised business is sold it is only worth as much as its stock of goods and fixtures. There is no good will to be paid for—it does not exist—it has not been created. The name over the door means nothing except to the limited stream of people from the immediate neighborhood, any of whom could tell you more about some store ten miles away which has regularly delivered its shop news to their breakfast tables.

It is as shortsighted for a man to build a business which dies with his death or ceases with his inaction as it is unfair for him not to provide for the continuance of its income to his family.

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Send your orders for Job Printing to
THE SUN JOB OFFICE.

Are YOU Being "Hunted?"

One of today's want ads. may be hunting you—ransacking the city for you. It may have a message for you of urgent personal importance—one that, when you get it, and heed it, may change the immediate currents of your activities, of your interests—may even place around and about you new environments, new associates; may give you an entirely new start in a business way.

Isn't it worth while to try to find out whether this may not be true—today, tomorrow, or very soon?